

**GOVERNMENT OF INDIA
SOCIAL JUSTICE AND EMPOWERMENT
LOK SABHA**

UNSTARRED QUESTION NO:4980
ANSWERED ON:28.04.2005
POPULARISATION MEASURES FOR WELFARE SCHEMES
Patel Shri Dahya Bhai V.

Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

- (a) Whether Radio is considered to be the strongest medium for imparting information and knowledge about various Government welfare schemes;
- (b) If so, whether the Government has been making full use of this medium for propagation of its welfare scheme;
- (c) If so, the names and nature of Radio programmes being produced and broadcast for this purpose;
- (d) If not, the reasons for not utilizing this popular media; and
- (e) The steps taken by the Government to exploit the full utilization of the medium to popularize welfare schemes of the Ministry?

Answer

MINISTER OF STATE IN THE MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT (SMT. SUBBULAKSHMI JAGADEESAN)

- (a) & (b) Yes, Sir.
- (c) `Sanwanti Jayan Jeevan Ki Rahen` a weekly radio programme of 15 minutes duration has been produced and broadcast in 04-05.
- (d) & (e) Do not arise.